

S.M.A.R.T.

WTI/Tremco Contractor Initiatives

This summary reflects updates to Tremco/WTI's Small Business Program. Below are highlights and key components of our current approach for diversity and small business engagement. While sensitive to the demands and goals of agencies and states, Tremco/WTI is focused on impacting and improving the capabilities of quality contractors nationally.

- ***S.M.A.R.T., Special Market Access with Roofing Technologies***, is the rebranding of Tremco/WTI's Small Business Alliance program. S.M.A.R.T. provides contractors access to enhanced participation in public market and corporate inclusion programs through project collaboration and product innovations. For example, Tremco's Bio-based coating products meet the USDA certification and mandates for sustainable construction materials ahead of the 2020 deadline. Educating contractors increases their ability to compete and deliver contemporary and innovative customer solutions. The Roofing Technologies concept reflects the broad approach to embracing many disciplines involved with building envelope solutions. Contractor opportunities include those with Small Business/Diversity Certifications such as: MBE, WBE, SDB, HUBZONE, DBE, DVBE, SDV, BE, BEP and more, for trades including: Roofers, Masons, Architects, GCs, HVAC, HPBS engineering firms and more. Through reenergizing our existing contractor pool and developing new contractor relationships, Tremco/WTI has increased its deliverable to its customers and includes all Tremco/WTI products and services.
- ***Teri Williams Smith-National Director of Federal-Public Markets & Small Business/S.M.A.R.T.*** Teri leads Tremco/WTI's public markets and small business inclusion initiatives nationwide. Her ongoing directives include sponsorship/participation in agency and state-based outreach, conferences and training for diversified business enterprise development. She collaborates with clients in support of their inclusion and local economic development program goals.
- ***Collaboration with jurisdictions to participate in efforts to increase registered contractors to meet and exceed inclusion goals and mandates.*** The National Director coordinates the efforts of Tremco/WTI's 10 regions and 175+ sales representatives in providing our customers with technical and procurement solutions that satisfy their socio-economic initiatives without compromising the quality of performance, products or services.

In fulfillment of our public agency customer economic development goals, our engagement with small/minority business can satisfy both Tier 1 and Tier 2 requirements. Performance

deliverables can include:

Tier 1: Direct deliverable by certified, self-performing Tremco Small Business contractors for: installation, restoration, coatings, removal and disposal, safety installation, IEQ air barrier evaluation and more.

Tier 2: Supervised cleaning, maintenance, man-power support, material purchase/sourcing and delivery [in some states], dumpster acquisition, and many other supervised deliverables.

- ***Outreach and vetting of contractors on state and federal registries of certified small business contractors.*** Although many companies commit to demonstrating good faith inclusion efforts, state registries are often lacking certified participants to benefit from economic development programs. Tremco/WTI's **S.M.A.R.T.** initiatives collaborate with agencies and states to encourage increased registrants. Successful campaigns have included: networking, trade email blasts, Chamber of Commerce engagement, outreach conferences and direct contractor contact. S.M.A.R.T. contractor relationships have produced new registrants in federal, state, BE (Business Enterprise) and other programs nationally as a result of our inclusion efforts.

Note: Inclusion solutions must be tailored for the needs of the facility, agency and specific qualifications of each contractor pool. The lack of registered certified contractors prevents the fulfillment of economic development goals despite the best of intentions.

- ***Development of local and corporate product training seminars to improve contractor knowledge.*** Contractor training can be held regionally for small business and/or a client's "in house" staff for skill enhancement. Additionally, specific contractors are invited to attend extended training at Tremco's headquarters in Ohio. Most recently, our **RISE** (Roofing Individuals Succeed through Education), was created to develop internal WTI roofing professionals in both technical and business skills in construction. WTI pays 100% of tuition for those individuals pursuing a construction management degree while employed by WTI. This is another way Tremco/WTI continues to grow the local labor force.